MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

BMR 2124 – RETAIL MANAGEMENT

(BM01/02)

15th OCTOBER 2015
9:00a.m – 11:00a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page with **2 sections. Section A and B**
2. **Answer all questions** in **Section A** and choose only **2 questions from Section B**
3. Please write your answers in the Answer Booklet provided.
4. Please don't leave your answers blank and make sure you have a handwriting that the examiner can understand.

Section A: Answer all questions. (50 marks)

Question 1

a) Define marketing research in retailing and explain the marketing research process. (15 marks)

b) Sometimes the consumer buys product based on impulse. Identify and explain the 3 types of impulse shopping. (10 marks)

Question 2

Charlie plans to start his retail business in two locations. The 2 places that Charlie have in mind are isolated store and the other one is planned shopping centre. As a friend, advice Charlie by identifying the pro's and con's for each of these locations. (25 marks)

Section B: Choose only 2 questions. (50 marks)

Question 1

a) Comment and explain on each of the following from the perspective of a large retailer.
   a. Horizontal price fixing. (4 marks)
   b. Vertical price fixing. (4 marks)
   c. Price discrimination. (4 marks)
   d. Minimum-price laws. (4 marks)
   e. Unit pricing (4 marks)

b) From the retail point of view, define atmosphere for a store based retailer and non-store based firm (5 marks)

Question 2

UpTown Wholesale plans to implement an advertising as part of their promotion activities. As an advertising consultant who has been hired by UpTown, identify all types of advertising medium, their market coverage and the suitability of the retailers in order for them to choose the best advertising method. (25 marks)

Question 3

Azman's businesses has been a failure since he started his retail business. One of the major problems that he has identified is that he has chosen the wrong location. Trading area analysis need to be done in order to help Azman's business to flourish. Provides the benefits of a thorough trading area analysis and examples of each of the benefits. (25 marks)

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